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Amendment and Response to Office Action dated 03/28/06

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method comprising:
 - (a) receiving a search query;
 - (b) determining a first related query related to the search query;
 - (c) determining a first article associated with the search query; and
 - (d) determining a first ranking score for the first article based at least in part on data associated with the first related query.
2. (Original) The method of claim 1 wherein the data associated with the first related query comprises a total selection score for the first related query.
3. (Original) The method of claim 2 wherein the total selection score comprises a total number of users that selected a result returned for a search for the first related query.
4. (Original) The method of claim 1 wherein the data associated with the first related query comprises an instance score for the first related query.
5. (Original) The method of claim 4 wherein the instance score comprises a number of instances the first article was shown in a search result for the first related query.

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6. (Original) The method of claim 1 wherein the data associated with the first related query comprises a selection score for the first article.

7. (Currently Amended) The method of claim 56 wherein the selection score for the first article comprises selections made in search results for the first related query in a context of the search query.

8. (Original) The method of claim 2 wherein the total selection score for the first related query comprises selections made in search results for the first related query in a context of the search query.

9. (Currently Amended) The method of claim 34 wherein the instance score for the first related query comprises selections made in search results for the first related query in a context of the search query.

10. (Currently Amended) The method of claim 65 wherein the number of instances the first article was shown in a search result for the first related query comprises instances shown-included in a context of the search query.

11. (Currently Amended) The method of claim 1 wherein the ~~related-query data~~ associated with the first related query comprises a second selection score for a second article associated with the first related query.

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12. (Original) The method of claim 1, wherein determining the first article associated with the search query comprises determining the first article associated with the search query and with the first related query.

13. (Original) The method of claim 12 further comprising determining a first selection score for the first article when associated with the first related query, and wherein determining the first ranking score for the first article based at least in part on data associated with the first related query comprises determining the first ranking score for the first article based at least in part on the first selection score.

14. (Original) The method of claim 12, wherein determining the first article associated with the search query and with the first related query comprises:

determining an initial search result for the search query, the initial search result comprising the first article; and

determining that a search result for the first related query comprises the first article.

15. (Original) The method of claim 1, wherein the first article comprises a representation of the first article.

16. (Original) The method of claim 15, wherein the representation of the first article comprises a uniform resource locator.

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17. (Currently Amended) The method of claim 1, wherein determining the first ranking score for the first article ~~when based at least in part on data~~ associated with the first related query comprises determining a number of times the first article was selected when presented included in search results for the first related query.

18. (Original) The method of claim 17, wherein determining the number of times the first article was selected when presented in search results for the first related query comprises determining a number of clickthroughs for the first article when presented in search results for the first related query.

19. (Original) The method of claim 13, wherein determining the first ranking score for the first article comprises:

determining a first initial ranking score for the first article when associated with the search query; and

calculating a mathematical function comprising the first initial ranking score and the first selection score.

20. (Original) The method of claim 19, wherein calculating the mathematical function comprising the first initial ranking score and the first selection score comprises combining the first initial ranking score and the first selection score, weighted with at least one weighting factor.

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21. (Original) The method of claim 20, wherein calculating the mathematical function comprising the first initial ranking score and the first selection score comprises combining the first initial ranking score and the first selection score, normalized with at least one normalization factor.

22. (Original) The method of claim 1, further comprising
(e) determining a second article associated with the search query; and
(f) determining a second ranking score for the second article based at least in part on data associated with the first related query.

23. (Original) The method of claim 22, further comprising ranking the first article and the second article based at least in part on the first ranking score and the second ranking score.

24. (Original) The method of claim 22, further comprising providing a search result for the search query having the first article and the second article ranked according at least in part to the first ranking score and the second ranking score.

25. (Original) The method of claim 1 further comprising determining a second related query related to the search query, and wherein determining the first ranking score for the first article is further based at least in part on data associated with the second related query.

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26. (Original) The method of claim 1 wherein determining the first related query further comprises determining a query previously made consecutively with the search query.
27. (Original) A computer-readable medium containing program code, comprising:
program code for receiving a search query;
program code for determining a first related query related to the search query;
program code for determining a first article associated with the search query; and
program code for determining a first ranking score for the first article based at least in part on data associated with the first related query.
28. (Original) The computer-readable medium of claim 27, wherein the data associated with the first related query comprises a total selection score for the first related query.
29. (Original) The computer-readable medium of claim 28, wherein the total selection score comprises a total number of users that selected a result returned for a search for the first related query.
30. (Original) The computer-readable medium of claim 27, wherein the data associated with the first related query comprises an instance score for the first related query.

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31. (Currently Amended) The computer-readable medium of claim 30, wherein the instance score comprises a number of instances the first article was ~~shown~~ included in a search result for the first related query.
32. (Original) The computer-readable medium of claim 27, wherein the data associated with the first related query comprises a selection score for the first article.
33. (Currently Amended) The computer-readable medium of claim ~~31~~ 32, wherein the selection score for the first article comprises selections made in search results for the first related query in a context of the search query.
34. (Original) The computer-readable medium of claim 28, wherein the total selection score for the first related query comprises selections made in search results for the first related query in a context of the search query.
35. (Original) The computer-readable medium of claim 30, wherein the instance score for the first related query comprises selections made in search results for the first related query in a context of the search query.
36. (Currently Amended) The computer-readable medium of claim 31, wherein the number of instances the first article was ~~shown~~ included in a search result for the first related query comprises instances shown in a context of the search query.

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37. (Currently Amended) The computer-readable medium of claim 27, wherein the related-query data associated with the first related query comprises a second selection score for a second article associated with the first related query.

38. (Original) The computer-readable medium of claim 27, wherein determining the first article associated with the search query comprises determining the first article associated with the search query and with the first related query.

39. (Original) The computer-readable medium of claim 38, further comprising determining a first selection score for the first article when associated with the first related query, and wherein determining the first ranking score for the first article based at least in part on data associated with the first related query comprises determining the first ranking score for the first article based at least in part on the first selection score.

40. (Original) The computer-readable medium of claim 38, wherein determining the first article associated with the search query and with the first related query comprises:
determining an initial search result for the search query, the initial search result comprising the first article; and
determining that a search result for the first related query comprises the first article.

~~42.~~ 41. (Currently Amended) The computer-readable medium of claim 27, wherein the first article comprises a representation of the first article.

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~~43.~~ 42. (Currently Amended) The computer-readable medium of claim ~~42~~ 41, wherein the representation of the first article comprises a uniform resource locator.

~~44.~~ 43. (Currently Amended) The computer-readable medium of claim 27, wherein determining the first ranking score for the first article ~~when based at least in part on data~~ associated with the first related query comprises determining a number of times the first article was selected when presented included in search results for the first related query.

~~45.~~ 44. (Currently Amended) The computer-readable medium of claim 27, wherein determining the number of times the first article was selected when presented in search results for the first related query comprises determining a number of clickthroughs for the first article when presented in search results for the first related query.

~~46.~~ 45. (Currently Amended) The computer-readable medium of claim 39, wherein determining the first ranking score for the first article comprises:

determining a first initial ranking score for the first article when associated with the search query; and

calculating a mathematical function comprising the first initial ranking score and the first selection score.

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~~47.~~ 46. (Currently Amended) The computer-readable medium of claim ~~46~~ 45, wherein calculating the mathematical function comprising the first initial ranking score and the first selection score comprises combining the first initial ranking score and the first selection score, weighted with at least one weighting factor.

~~48.~~ 47. (Currently Amended) The computer-readable medium of claim ~~47~~ 46, wherein calculating the mathematical function comprising the first initial ranking score and the first selection score comprises combining the first initial ranking score and the first selection score, normalized with at least one normalization factor.

~~49.~~ 48. (Currently Amended) The computer-readable medium of claim 27, further comprising:

- (e) program code for determining a second article associated with the search query; and
- (f) program code for determining a second ranking score for the second article based at least in part on data associated with the first related query.

~~50.~~ 49. (Currently Amended) The computer-readable medium of claim ~~49~~ 48, further comprising computer code for ranking the first article and the second article based at least in part on the first ranking score and the second ranking score.

~~51.~~ 50. (Currently Amended) The computer-readable medium of claim ~~49~~ 48, further comprising computer code for providing a search result for the search query

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having the first article and the second article ranked according at least in part to the first ranking score and the second ranking score.

~~52.~~ 51. (Currently Amended) The computer-readable medium of claim 27, further comprising computer code for determining a second related query related to the search query, and wherein determining the first ranking score for the first article is further based at least in part on data associated with the second related query.

~~53.~~ 52. (Currently Amended) The computer-readable medium of claim 27, wherein determining the first related query further comprises determining a query previously made consecutively with the search query.

53. (New) A method, comprising:
receiving a search query;
identifying a plurality of articles associated with the search query;
identifying a first related query having a relationship to the search query;
determining at least one quality signal for a first article from the plurality of articles, wherein the quality signal is associated at least in part with the first related query; and
calculating a first ranking score for the first article based at least in part on the quality signal.

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54. (New) The method of claim 53, further comprising ranking the first article against at least some of the plurality of articles based at least in part on the first ranking score.

55. (New) The method of claim 53, wherein the quality signal comprises clickthrough data.

56. (New) The method of claim 53, wherein the first ranking score for the first article is calculated based at least in part on the relationship of the first related query and the search query.